

## ORDER



**Orders**  
**Order / Rev:** 168780  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 12409  
**Flight Dates:** 10/15/12 - 10/21/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Local Account KSTP House  
**Sales Office:** MSP  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030-7428

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Graves for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	104	\$54,500.00	\$46,325.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$54,500.00	\$46,325.00	0.00
<b>Totals</b>	<b>104</b>	<b>\$54,500.00</b>	<b>\$46,325.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Account KSTP House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSTP-TV, LLC and KSAX-TV	23%	\$54,500.00
Market	100%	\$236,956.52

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$59,239.13
KMSP	25%	\$59,239.13
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	2%	\$4,739.13
WCCO	25%	\$59,239.13
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	10/15/12	10/21/12	M-F 5-530a News	CM	5-530a	11111--	:30	5	\$250.00	3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--			5		\$250.00			0.00			
N 2	M	10/15/12	10/21/12	M-F 5-530a News	CM	5-530a	11111--	:30	5	\$250.00	3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--			5		\$250.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	M	10/15/12	10/21/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:00 AM-6:30 AM)	11111--	:30	5	\$450.00	3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$450.00		0.00			
N 4	M	10/15/12	10/21/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	11111--	:30	5	\$450.00	3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$450.00		0.00			
N 5	M	10/15/12	10/21/12	M-F GMA M-F GMA	CM	7-9a	22222--	:30	10	\$400.00	3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22222--					10	\$400.00		0.00			
6	M	10/15/12	10/21/12	Sa 6-7a Sat 6a News	CM	6-7a (6:00 AM-6:30 AM)	-----1-	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$175.00		0.00			
7	M	10/15/12	10/21/12	Sa 6-7a Sat 6a News	CM	6-7a (6:30 AM-7:00 AM)	-----1-	:30	1	\$175.00	4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$175.00		0.00			
N 8	M	10/15/12	10/21/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$425.00		0.00			
9	M	10/15/12	10/21/12	Su 6-7a Sun 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	-----1	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$150.00		0.00			
10	M	10/15/12	10/21/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$350.00	4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$350.00		0.00			
11	M	10/15/12	10/21/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	11-1---	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-1---					3	\$150.00		0.00			
N 12	M	10/15/12	10/21/12	M-F The View M-F The View	CM	10-11a	11111--	:30	5	\$350.00	3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$350.00		0.00			
13	M	10/15/12	10/21/12	M-F Midday News M-F Midday News	CM	11a-12p (11:00 AM-11:30 AM)	1-1-1--	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-1-1--					3	\$150.00		0.00			
14	M	10/15/12	10/21/12	M-F Midday News M-F Midday News	CM	11a-12p (11:30 AM-12:00 PM)	-1-1---	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-1---					2	\$150.00		0.00			
15	M	10/15/12	10/21/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p	1-1-1--	:30	3	\$150.00	4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-1-1--					3	\$150.00		0.00			
16	M	10/15/12	10/21/12	M-F 2-3p 9/10-TFN Katie	CM	2-3p	---1---	:30	1	\$125.00	4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$125.00		0.00			
17	M	10/15/12	10/21/12	M-F 3-4p Twin Cities Live	CM	3-4p	11111--	:30	5	\$100.00	4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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17	M	10/15/12	10/21/12	M-F 3-4p Twin Cities Live	CM	3-4p	11111--	:30	5	\$100.00	4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$100.00		0.00			
18	M	10/15/12	10/21/12	M-F 4-430p Millionaire	CM	4-430p	11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$150.00		0.00			
19	M	10/15/12	10/21/12	M-F 430-5p News 430p News	CM	430-5p	11111--	:30	5	\$150.00	4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$150.00		0.00			
N20	M	10/15/12	10/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$450.00	3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$450.00		0.00			
21	M	10/15/12	10/21/12	M-Su ABC Nightly News M-Sa ABC Nightly News	CM	M-Sa 530-6p, Su 511-1--	11111--	:30	3	\$450.00	4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11-1---					3	\$450.00		0.00			
N22	M	10/15/12	10/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$700.00	3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$700.00		0.00			
23	M	10/15/12	10/21/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$400.00	4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$400.00		0.00			
24	M	10/15/12	10/21/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$3,500.00		0.00			
25	M	10/15/12	10/21/12	Tuesday Prime A Dancing w/Stars Results	CM	7-8p	-1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$3,500.00		0.00			
26	M	10/15/12	10/21/12	Wednesday Prime A The Middle/Neighbors	CM	7-8p	--1----	:30	1	\$1,500.00	4	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----					1	\$1,500.00		0.00			
27	M	10/15/12	10/21/12	Wednesday Prime C Nashville	CM	9-10p	--1----	:30	1	\$2,000.00	4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----					1	\$2,000.00		0.00			
28	M	10/15/12	10/21/12	Thursday Prime B Grey's Anatomy	CM	8-9p	---1---	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$3,500.00		0.00			
29	M	10/15/12	10/21/12	Friday Prime B What Would You Do?	CM	8-9p	----1--	:30	1	\$1,000.00	4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$1,000.00		0.00			
30	M	10/15/12	10/21/12	Sunday Prime B Once Upon a Time	CM	7-8p	-----1	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$3,500.00		0.00			
31	M	10/15/12	10/21/12	Sunday Prime D 666 Park Avenue	CM	9-10p	-----1	:30	1	\$3,000.00	4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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31	M	10/15/12	10/21/12	Sunday Prime D 666 Park Avenue	CM	9-10p	-----1	:30	1	\$3,000.00	4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1			\$3,000.00			0.00			
N32	M	10/15/12	10/21/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	11111--	:30	5	\$900.00	3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5			\$900.00			0.00			
33	M	10/15/12	10/21/12	M-F 1102p News M-F 1102p News	CM	1102-1132p	--1-1--	:30	2	\$175.00	4	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1-1--		2			\$175.00			0.00			
34	M	10/15/12	10/21/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1		1			\$400.00			0.00			
35	M	10/15/12	10/21/12	M-F 1035-1102p Nightline	CM	1035-1102p	-1--1--	:30	2	\$350.00	4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1--1--		2			\$350.00			0.00			
36	M	10/15/12	10/21/12	M-F 1132p-1236a TFN Jimmy Kimmel	CM	1132p-1236a	--1----	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1			\$150.00			0.00			
													Totals	104	\$54,500.00